



## Green gains steam

Green home building and remodeling is not a crazy hippie movement anymore, especially as the general public becomes more and more concerned about the environment, rising energy costs, and coping with allergies. "Green" will soon become more necessity than trend. Here's how you can stay ahead of the curve:

- **Become a source of knowledge.** Read and learn as much as you can. Henkel's website, [www.greenseries.com](http://www.greenseries.com), is a good place to start and has links to other resources.

- **Get involved.** If your local trade group has a green building program, join it early and be visible, both to your peers and your customers.

- **Understand the non-product concepts of green building.** Examples: Waste management and efficient design. Share your knowledge and practices with customers.

- **Offer your customers a green product option.** The new OSI® Green Series™ line of adhesives, caulks, sealants makes it easy to be green and still use top-quality, professional-grade products by a brand you already trust.



Source: U.S. Green Building Council.

### Henkel leads the way

- ▶ We are proud sponsors of NARI's Green Remodeling program, begun last September to educate contractors on environmentally-friendly remodels. For more details, call 800-611-NARI.

- ▶ The German-based agency Oekem Research recognized Henkel as the most sustainable among the world's top 11 stock-quoted consumer goods manufacturers, based on a comprehensive study based on ecological and social indicators. "We are delighted at this renewed excellent rating of our sustainability and corporate responsibility performance," said Dr. Wolfgang Gawrisch, Chief Technology Officer of Henkel.

**BY THE NUMBERS**  
**\$20 billion:**

Estimate for the green market, both for residential and commercial construction, by 2010. It was \$800 million in 2000 and \$8 billion in 2006.